

November 24, 2022

FOR IMMEDIATE RELEASE

Niagara Falls Canada Welcomes Leading Group Tourism Conferences in November 2022

(Niagara Falls, ON) In November 2022, Niagara Falls, Canada's top international meeting and convention destination, welcomed two leading group travel and business event industry conferences.

Niagara Falls Business Events was pleased to welcome the OMCA Marketplace from November 13 – 16, 2022 at the Niagara Falls Convention Centre, providing over 150 group-tourism related companies from across Canada and the USA a chance to reconnect, network, learn and secure future group bookings. This important event allowed Tour Operators and Coach Operators to meet one-on-one with tourism suppliers over three days.

Niagara Falls Business Events in collaboration with the Tourism Partnership Niagara (TPN) and the Niagara Falls Convention Centre welcomed the PCMA Canada East Chapter, Canadian Innovation Conference 2022 (CIC22) from November 20-22, 2022, at the Niagara Falls Convention Centre. CIC22 brought together over 250 meeting and event professionals and suppliers from across Canada whose organizations are engaged in providing services for meetings, conventions, seminars, exhibits and trade shows. CIC22 experienced all that the city of Niagara Falls offers for group tours and also the unique and memorable experiences extending into the Niagara Region including excellent shopping and 100 award-winning wineries, breweries, cideries and distilleries.

The Conference showcased some of Niagara Falls' and the region's newest and finest experiences. Held at the Niagara Falls Convention Centre, this state-of-the-art venue just steps away from the famous waterfalls is one of Canada's top meeting and convention destinations. Home to one of Canada's hottest culinary scenes, delegates enjoyed outstanding fresh local produce and wines from the renowned Niagara wine region. Delegates also attended event premieres at the newest internationally acclaimed experiences and venues including the Niagara Parks Power Station and the new Tunnel.

Niagara Falls holds a coveted reputation as one of Canada's top international meeting and convention destinations. Overlooking the legendary waterfalls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, expansive entertainment options and elevated culinary scene. Located within a 1-day drive of half the population of North America, more than 152 M people. Visitors who come to experience history, nature and adventure, have made it Canada's premier entertainment destination.

"Niagara Falls is proud to have been selected the host destination for these two important group tourism industry gatherings," said Janice Thomson, President and CEO, Niagara Falls Tourism. "We were thrilled to showcase our destination including the newest internationally acclaimed experiences and event venues demonstrating why Niagara Falls should top the list of destinations for group travel and business events."



MEDIA CONTACT

Irene Knight, Public Relations Manager

iknight@niagarafallstourism.com

C: 905-651-5790

-30-

About Niagara Falls Business Events | www.fallsm meetings.com

Niagara Falls Business Events (NFBE) is an affiliate program of Niagara Falls Tourism operating with a mission to make the destination a top-of-mind choice for meetings, conventions and events.

Representing a network of industry partners, we take an active role in matching the destination's world-class products and services to fit the varied needs of planners and executives. Our team is eager to support these needs in every way possible and to help create great meeting experiences.

About Niagara Falls Tourism | www.niagarafallstourism.com

Niagara Falls Tourism (NFT) is the official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada, representing almost 400 member establishments in Niagara Falls, including members throughout the Niagara Region. Welcoming almost 14 million visitors into the destination each year, NFT promotes the tourism and hospitality sector to visitors around the world. Dynamic marketing campaigns and signature events inspire visitors to explore Niagara Falls and support the success of local business. NFT fosters the international reputation of Niagara Falls as a four-season bucket-list destination and Canada's entertainment capital.

About the Tourism Partnership of Niagara | www.visitniagara.com

Tourism Partnership of Niagara (TPN) is the organization responsible for marketing the Niagara Region as a world-class, four-season travel destination to domestic and international markets. Through effective tourism marketing supported by aligned market research, we help to create jobs and generate wealth by stimulating demand for Niagara's tourism economy. Our role is to increase awareness of Niagara Region, influencing consumers at the intent and consideration phase of the consumer path to purchase. Playing a leadership role in the Niagara Tourism and Hospitality that helps shape the Niagara narrative to attract business and leisure consumers to Niagara.

About the Niagara Falls Convention Centre | fallsconventions.com

Niagara Falls Convention Centre is the region's largest meetings and events facility. Steps away from the famous waterfalls, this state-of-the-art venue boasts more than 300,000 sq. ft. of open, flexible space. With close proximity to three international airports, world-renowned wineries and over 4,000 branded guest rooms, we make doing business easy.